FAIR USE: The Changing Balance

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17 U.S.C. 107:

...the fair use of a copyrighted work, including such use by reproduction in copies or phonorecords or by any other means..., for purposes such as criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research, is not an infringement of copyright.



The 4 Fair Use Factors

- The purpose and character of the use
- The nature of the copyrighted work
- The amount and substantiality of the portion used in relation to the whole
- The effect of the use upon the potential market for the underlying work

17 U.S.C. 107



Sony Corp. v. Universal City Studios, Inc., 464 U.S. 417 (1984)

- If the BetaMax was used to make copies for a commercial or profit-making purpose, such use would be "presumptively unfair"
- However, actual BetaMax use primarily for "timeshifting" was noncommercial and not for profit:

Excused as Fair Use



Campbell v. Acuff-Rose, 510 U.S. 569 (1994)

- No "presumption" or inference of market harm in cases involving something beyond "mere duplication for commercial purposes"
- Recognizable harm is market substitution, not any harm from criticism
- The more transformative the new work, the less will be the significance of other factors, like commercialism, that may weigh against a finding of fair use.



A & M Records v. Napster, 239 F.3d 1004 (9th Cir. 2001)

No Fair Use:

- No transformative use of the copyrighted works
- No time shifting, but unauthorized distribution
- Market harm, through Napster's commercial benefit (advertising revenues) from infringements
- Works transmitted were "commercial" where "repeated and exploitative unauthorized copies of copyrighted works... made to save the expenses of purchasing authorized copies."



Kelly v. Arriba Soft, 336 F.3d 811 (9th Cir. 2003)

- Search engine crawled the web for images
- Full-size version of image downloaded to generate small, "thumbnail" versions in search results
- Click on thumbnail sent viewer page to view larger version of the image with information, including Arriba Soft banner and Arriba Soft advertising.



Kelly v. Arriba Soft, 336 F.3d 811 (9th Cir. 2003)

Transformative Fair Use:

- Use was "more incidental and less exploitative in nature" than more traditional types of commercial use
- Neither using Kelly's images to directly promote its web site nor trying to profit by selling Kelly's images; thousands of images in database as a whole
- Arriba Soft's use unrelated to any aesthetic or artistic purpose and, instead, was to improve access to information on the Internet.











